

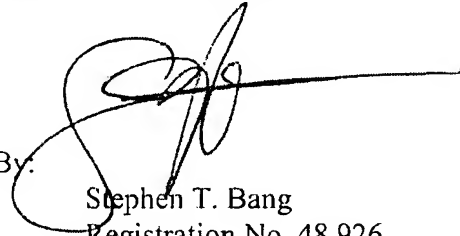
III. Conclusion

For all the reasons advanced above, Applicant respectfully submits that the application is in condition for allowance and requests that such action be taken by the Examiner.

Respectfully Submitted,

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By:



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CLAIMS (Marked-Up)

What is claimed is:

1. (Currently amended) A utility bag comprising:

- a. two opposing side walls connected with a top wall and ~~[[a]]~~ an opposing bottom wall to form a generally rectangular cavity with a generally rectangular front opening and a generally rectangular rear opening;
- b. a rear wall connected with said generally rectangular rear opening;
- c. a door hingedly connected with an edge of said generally rectangular front opening;
- d. a rigid bottom panel ~~detachably~~ connected with said bottom wall;
- e. a rigid top panel ~~detachably~~ connected with said top wall;
- f. ~~a removable~~ side panel~~[[s]]~~ ~~capable of being~~ removably retained against each of said side walls in parallel relation therewith for providing support thereto;
- g. ~~means for removably retaining each of said side panels to each of said side walls~~ at least two elongated straps extending between said side panels, each of said at least two straps being generally perpendicular to said side panels; and
- h. ~~a zipper closure connected with said door, and further connected with the front rectangular opening, wherein the periphery of said door may be closed to the periphery of said front rectangular opening~~ a shelf removably disposed between said side panels for dividing the generally rectangular cavity, said shelf being supported by said at least two straps extending between said side panels generally perpendicularly thereto.

2. (Currently Amended) ~~[[A]]~~ The utility bag as in Claim 1 further comprising:

- a. a generally rectangular frame connected with said door; and[[:]]
- b. a generally rectangular frame connected with said rear wall.

3. (Currently Amended) [[A]] The utility bag as in Claim 1 wherein ~~said side panels are semirigid and the means for removably retaining each of said side panels to a side wall comprises~~ is removably retained in an upper pocket and [[a]] an opposing lower pocket ~~which jointly retain each of said side panels against a~~ formed on said respective side wall.

4. - 5. (Canceled)

6. (Currently Amended) [[A]] The utility bag as in Claim 1 further including advertising indicia disposed upon an exterior surface ~~of said utility bag~~ thereof.

7. -19. (Canceled).

20. (Currently Amended) [[A]] The utility bag as in Claim [[7]] 1, further comprising:

- a. a generally rectangular frame connected with said generally rectangular front opening; and[[:]]
- b. a generally rectangular frame connected with said generally rectangular rear opening.

21. - 30. (Canceled).

31. (Currently Amended) A method of advertising comprising the steps of:

- a. providing ~~to any person~~ a collapsible utility bag, said utility bag including:
 - 1. two opposing side walls connected with a top wall and [[a]] an opposing bottom wall to form a generally rectangular cavity with a generally rectangular front opening and a generally rectangular rear opening;
 - 2. a rear wall connected with said generally rectangular rear opening;

3. a door hingedly connected with an edge of said generally rectangular front opening;
4. a rigid bottom panel detachably connected with said bottom wall;
5. a rigid top panel detachably connected with said top wall;
6. ~~a removable~~ side panel[[s]] ~~capable of being~~ removably retained against each of said side walls in parallel relation therewith for providing support thereto;
7. ~~means for removably retaining each of said side panels to each of said side walls~~ at least two elongated straps extending between said side panels, each of said at least two straps being generally perpendicular to said side panels; and[[;]]
8. ~~a zipper closure connected with said door, and further connected with the front rectangular opening, wherein the periphery of said door may be closed to the periphery of said front rectangular opening~~ a shelf removably disposed between said side panels for dividing the generally rectangular cavity, said shelf being supported by said at least two straps extending between said side panels generally perpendicularly thereto; and[[;]]

[[9]] b. disposing advertising material upon at least one outer surface of said utility bag.

32. - 33. (Canceled).

34. (New) The utility bag as in Claim 1, wherein said at least two straps are configured to removably engage the side panels.

35. (New) The utility bag as in Claim 34, wherein said at least two straps are disposed parallel to each other.

36. (New) The utility bag as in Claim 1, wherein said top and bottom panels are

configured to be disconnectible from said respective top and bottom walls for collapsing the utility bag.

37. (New) The utility bag as in Claim 1, wherein said top and bottom panels are hingedly connected to said respective top and bottom walls so as to be folded substantially flat upon said rear wall when collapsing the utility bag.

38. (New) The utility bag as in Claim 1, further comprising a handle attached to an exterior surface of said top wall.

39. (New) The utility bag as in Claim 3, wherein said upper and lower pocket are positioned adjacent said top and bottom walls respectively.

40. (New) The utility bag as in Claim 3, wherein a substantial portion of each of said side panels is exposed for removably attaching opposing ends of said at least two straps thereto.